

FIG. 1

Applicant: Michelle McKenna, et al.

Title: SYSTEM AND METHOD OF PERSONALIZING AN OUT-OF-HOME EXPERIENCE

Express Mail No.: EV 311272802 US

Filing Date: August 19, 2003

Docket No.: 58085-012200

Page 2 of 13

SIEBEL

DD CRM SBC SYSTEM TEST Build #16 - Guest Travel Plans - Travel Components

File Edit View Screens Go Query Help

History List < > Threads Guest:

Households Guests Travel Components Interactions Travel Agencies

All Guests

| | | | | | | | | | | | | | | | | | |
|-------|---|-----------|------------|-----------------------|----|-----------------------------|---------|------------|----------------|------------|----------------|---------------------|-----------|-------------------|---------------------|------|------|
| Guest | C | Last Name | First Name | Number of Past Visits | 11 | Last Visit to WDW (MM/YYYY) | 01/2002 | Home Phone | (708) 456-7890 | Work Phone | (708) 525-1247 | Logibro Client File | 332655563 | Created Date/Time | 10/15/2002 11:32 AM | Trav | Jone |
| | | Jones | Kim | | | | | | | | | | | | 2/25/2001 12:51 PM | | Jone |
| | | Jones | ✓ | 09/09/2002 | | 09/12/2002 | | | | | | | | | 8/27/2002 8:40 PM | | Jone |
| | | Jones | | 08/30/2002 | | 09/03/2002 | | | | | | | | | 2/25/2001 12:51 PM | | Jone |
| | | Jones | | 01/03/1999 | | 01/06/1999 | | | | | | | | | 2/25/2001 12:51 PM | | Jone |
| | | Jones | | 01/03/1997 | | 01/04/1997 | | | | | | | | | 2/25/2001 12:51 PM | | Jone |
| | | Jones | | 01/04/1995 | | 01/09/1995 | | | | | | | | | 2/25/2001 12:51 PM | | Jone |
| | | Jones | | 01/04/1994 | | 01/08/1994 | | | | | | | | | 2/25/2001 12:51 PM | | Jone |

Travel Components

| | | | | | |
|--------|-----------------|--------------------------|-------------------|-------------|----------------|
| Status | Type | Component Name | Package Name | CRS Res No. | Requested Reso |
| > Shop | Logibro Package | Wilderness Lodge - Woods | INTERNET RESORT W | NO REQUEST | |

Item: 1 of 7+

APP Directct eContact Agent

| | | | | | | | | |
|-------|------|-----------|---------|---------|------------|----------------|--------------------|---------------------------------|
| Start | Stop | Call Hold | Release | Logibro | Wrong Date | ANL.4445551212 | 7657 MREXTNS | Make New Reservation - Option 2 |
| | | | | | | | Call Purpose: | |
| | | | | | | | Home Phone Number: | 084567890 |

FIG. 2

Applicant: Michelle McKenna, et al.
 Title: SYSTEM AND METHOD OF PERSONALIZING AN OUT-OF-HOME EXPERIENCE
 Express Mail No.: EV 311272802 US
 Filing Date: August 19, 2003
 Docket No.: 58085-012200
 Page 3 of 13

| Guest Summary | | | | | | | | | |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|---------------------|------------|---------------|-------------|---------------|------------|
| Action | Last Name | First Name | Middle Name | Suffix | Title | Disney Club # | Phone | Street | City |
| Edit | Jones | Kim | | | | | | | Chicago |
| Travel Plan | | | | | | | | | |
| WDW Arrival | Nights | Departure | WDW Flexible Dates | Area Arrival | Nights | Departure | # of Adults | # of Children | # of Rooms |
| 11/18/2002 | 0 | 11/23/2002 | <input type="checkbox"/> | 11/18/2002 | 5 | 11/23/2002 | 2 | 2 | 1 |
| Reservations Summary | | | | | | | | | |
| Booking Status | Surprise | SOR # | Cancellation # | Cancellation Reason | Commission | City | State | Telephone # | Chain ID |
| LOS Tickets | NO | | | | \$0.00 | | | | |
| Travel Agent/Wholesaler Information | | | | | | | | | |
| Name | Agency Id # | Original Contact Name | Commission | City | State | Telephone # | Chain ID | | |
| Tickets | | Kim | | | | | | | |
| Transfers | Disney Resort Tiers | | | | | | | | |
| Vacation Interests | Pampering and exercise Spas & Health Clubs Spectacular Pools Upscale & Family Dining | | | | | | | | |
| Travel Components | The ultimate in relaxation and excitement Choose from gourmet dining to casual meals Kitchen Facilities Separate Bedrooms Spacious Accommodation Up to 12 Guests with a home-like atmosphere Family Entertainment & Fun | | | | | | | | |
| Itinerary Search>Select | Disney Resorts | | | | | | | | |
| Location No Preference | | | | | | | | | |
| WDW Resorts | Port Orleans - Riverside The Villas at Wilderness Lodge Wilderness Lodge Yacht Club Resort | | | | | | | | |
| Interested in Suites | Flexible No | | | | | | | | |
| Interested in Concierge | No | | | | | | | | |

FIG. 3

Applicant: Michelle McKenna, et al.
Title: SYSTEM AND METHOD OF PERSONALIZING AN OUT-OF-HOME EXPERIENCE
Express Mail No.: EV 311272802 US
Filing Date: August 19, 2003
Docket No.: 58085-012200
Page 4 of 13

FIG. 4

Applicant: Michelle McKenna, et al.
 Title: SYSTEM AND METHOD OF PERSONALIZING AN OUT-OF-HOME EXPERIENCE
 Express Mail No.: EV 311272802 US
 Filing Date: August 19, 2003
 Docket No.: 58085-012200
 Page 5 of 13

| Guest Summary | | | | | | | | | |
|--------------------------------------------------------------------------------------------------|-------------------------------------|------------|--------------------------|---------------------|-------------------------------------------------------------|----------------------------------------------------|----------------------|--------------------------------|-----------------------|
| Action | Last Name | First Name | Middle Name | Suffix | Title | Disney Club # | Phone | Street | City |
| Edit | Jones | Kim | | | | | | 7084567890 5946 Pitch Pine Dr. | Chicago IL 60601 2103 |
| Dates | WDW Arrival | Nights | Departure | WDW Flexible Dates | Area Arrival | Nights | Departure | | |
| 12/18/2002 | 5 | 12/23/2002 | <input type="checkbox"/> | 12/18/2002 | 5 | 12/23/2002 | | | |
| Reservation Summary | | | | | | | | | |
| Booking Status | Surprise | SOR # | Cancellation # | Cancellation Reason | Price | | | | |
| LOS Tickets | NO | | | | | | | | |
| Tickets | Travel Agent/Wholesaler Information | | | | | | | | |
| Transfers | | | | | | | | | |
| Vacation Interests | Freeze | Refine | Select | Quote | Offer 1 | Disney's Wilderness Lodge /02 DISCOVERY MAGIC / 03 | Preference Match 99% | | |
| Ctrl+Shift+A | | | | | Arriving on 12/18/2002 for 5 Nights - 2 Adults , 2 Children | Total Itinerary Price - US \$3599.08 | | | |
| Car | Ctrl+Shift+C | | | | | | | | |
| Insurance | Ctrl+Shift+I | | | | | | | | |
| Miscellaneous | Ctrl+Shift+N | | | | | | | | |
| Ctrl+Shift+X | | | | | | | | | |
| Guaranteed <input checked="" type="checkbox"/> | | | | | | | | | |
| Offer 2 DREAM MAKER SILVER /Standard (JA) Preference Match 97% | | | | | | | | | |
| Arriving on 12/18/2002 for 5 Nights - 2 Adults , 2 Children Total Itinerary Price - US \$3653.08 | | | | | | | | | |
| Offer 3 The Villas at Wilderness Lodge/02 DISCOVERY MAGIC / 03 Preference Match 97% | | | | | | | | | |
| Arriving on 12/18/2002 for 5 Nights - 2 Adults , 2 Children Total Itinerary Price - US \$3653.08 | | | | | | | | | |
| Offer 4 Disney's Wilderness Lodge/ROOM ONLY /Standard (JA) Preference Match 97% | | | | | | | | | |
| Arriving on 12/18/2002 for 5 Nights - 2 Adults , 2 Children Total Itinerary Price - US \$3653.08 | | | | | | | | | |

FIG. 5

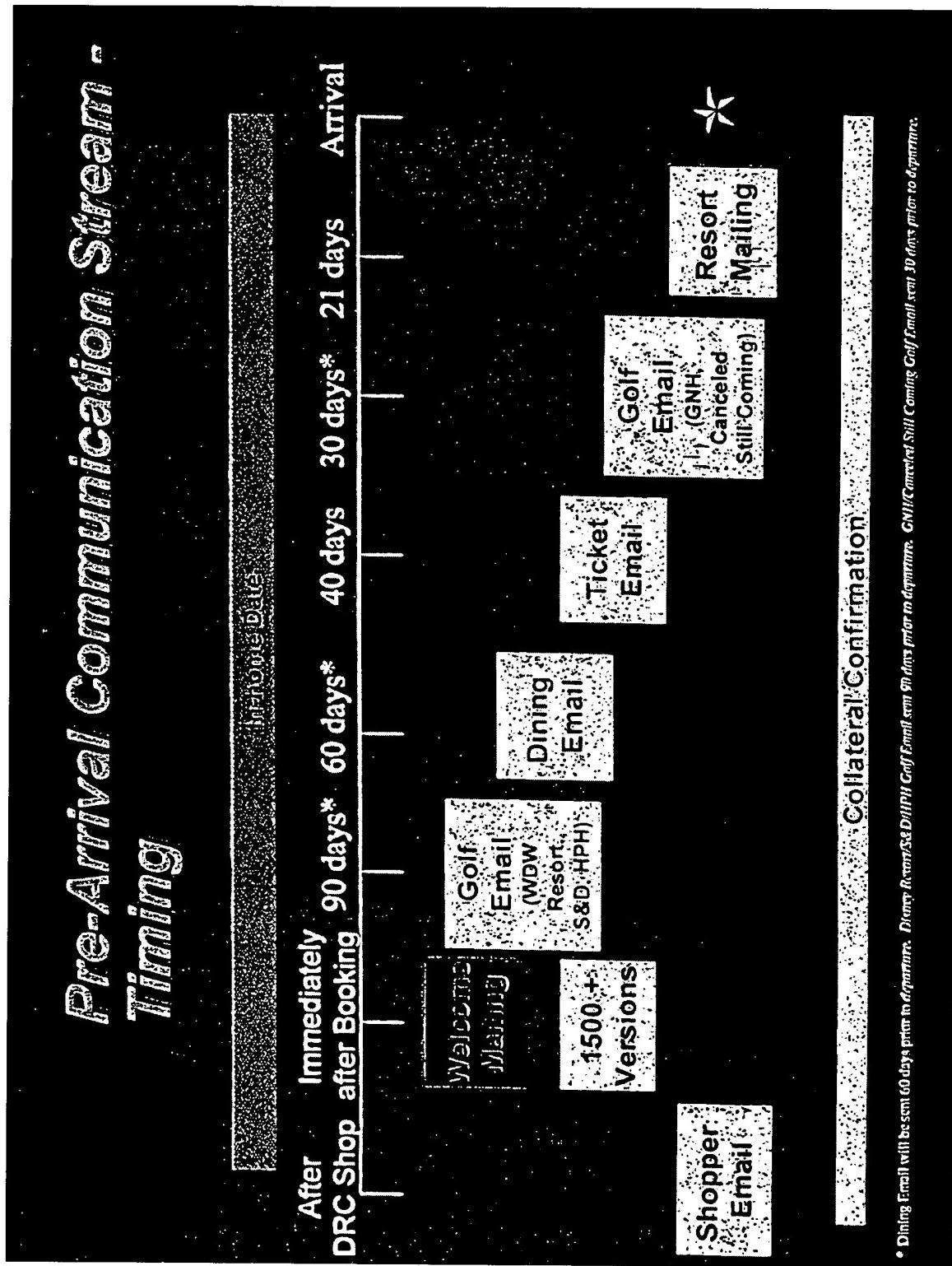


FIG. 6

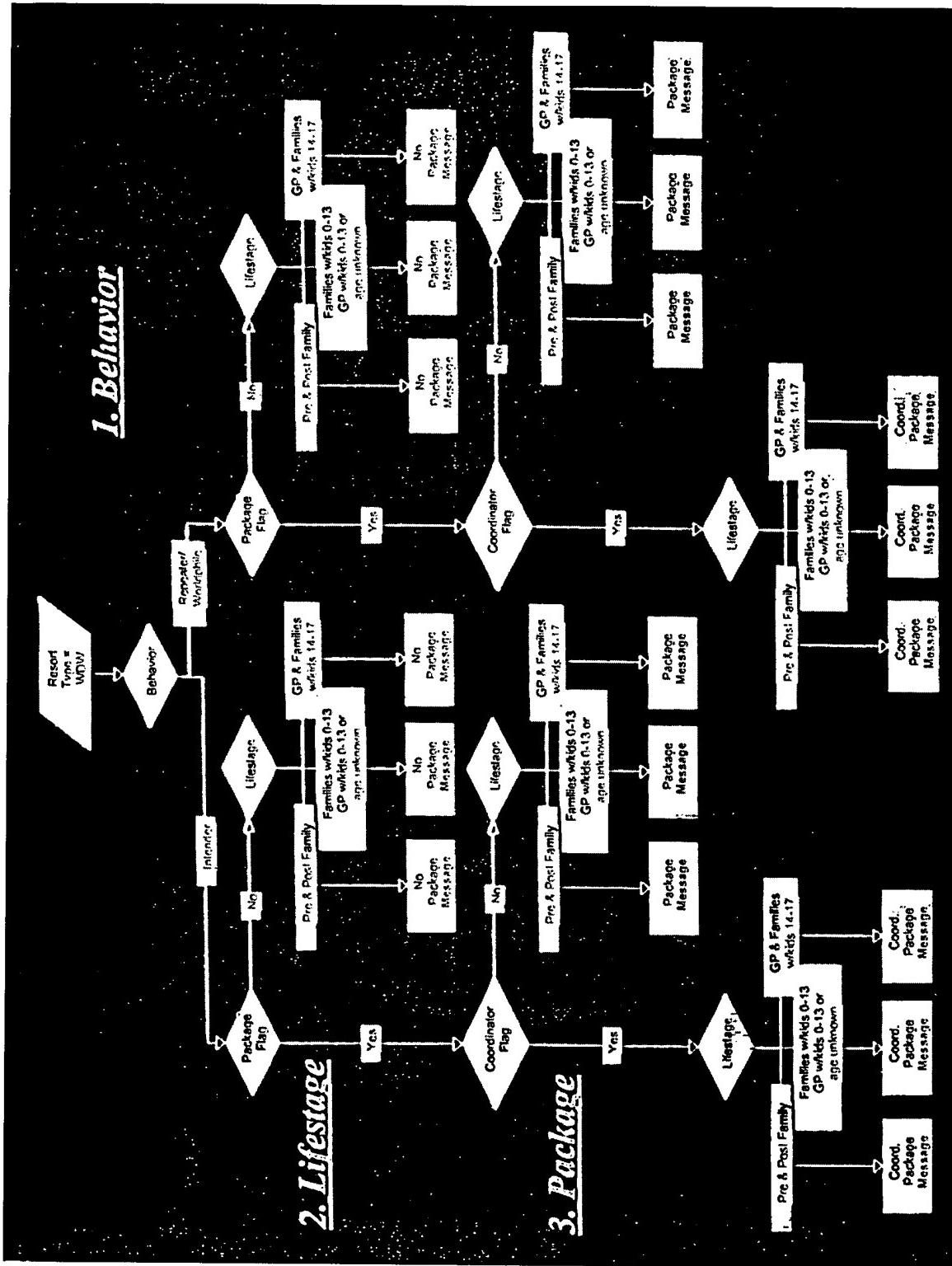


FIG. 7

Integrated Solution Design Future State Architecture

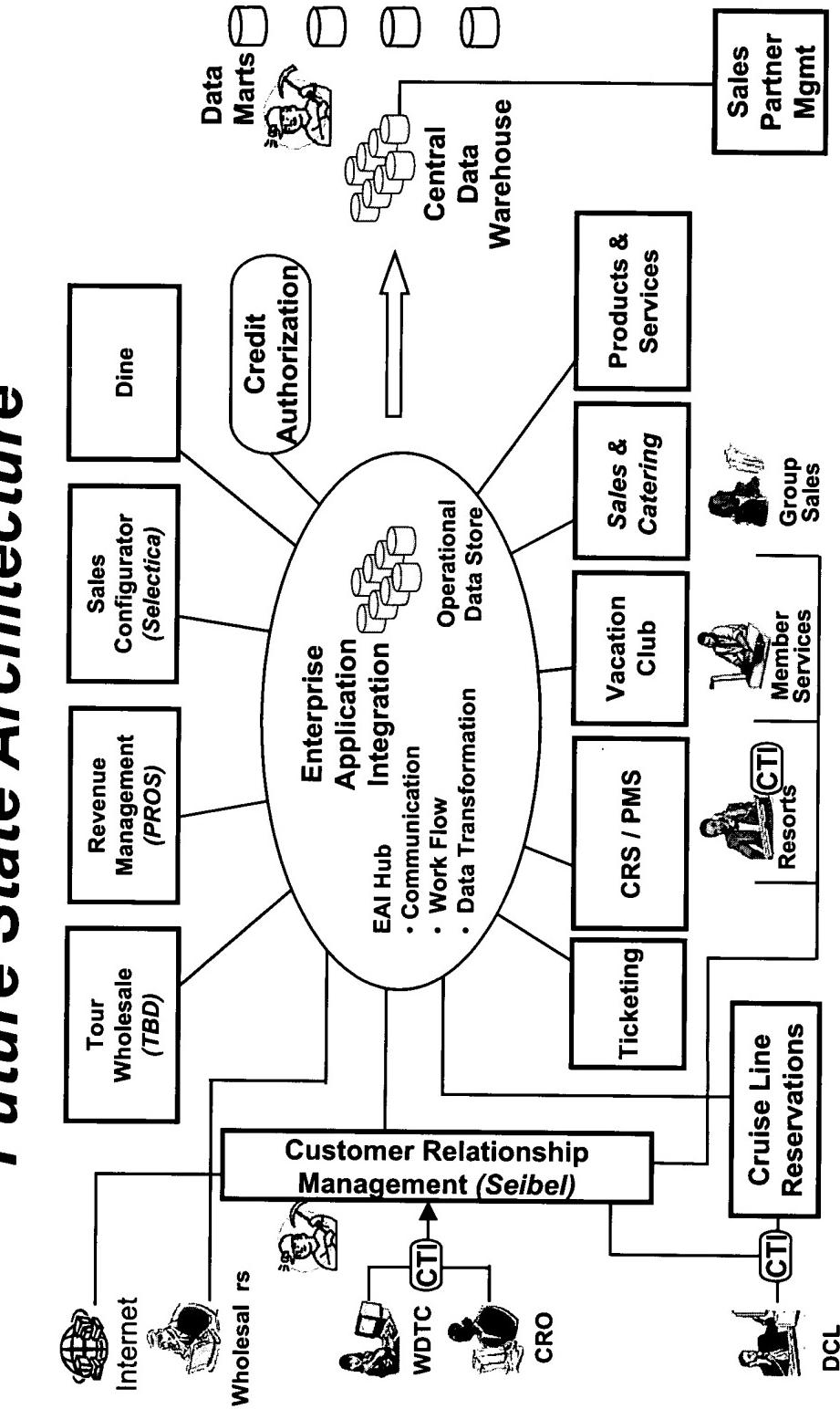


FIG. 8

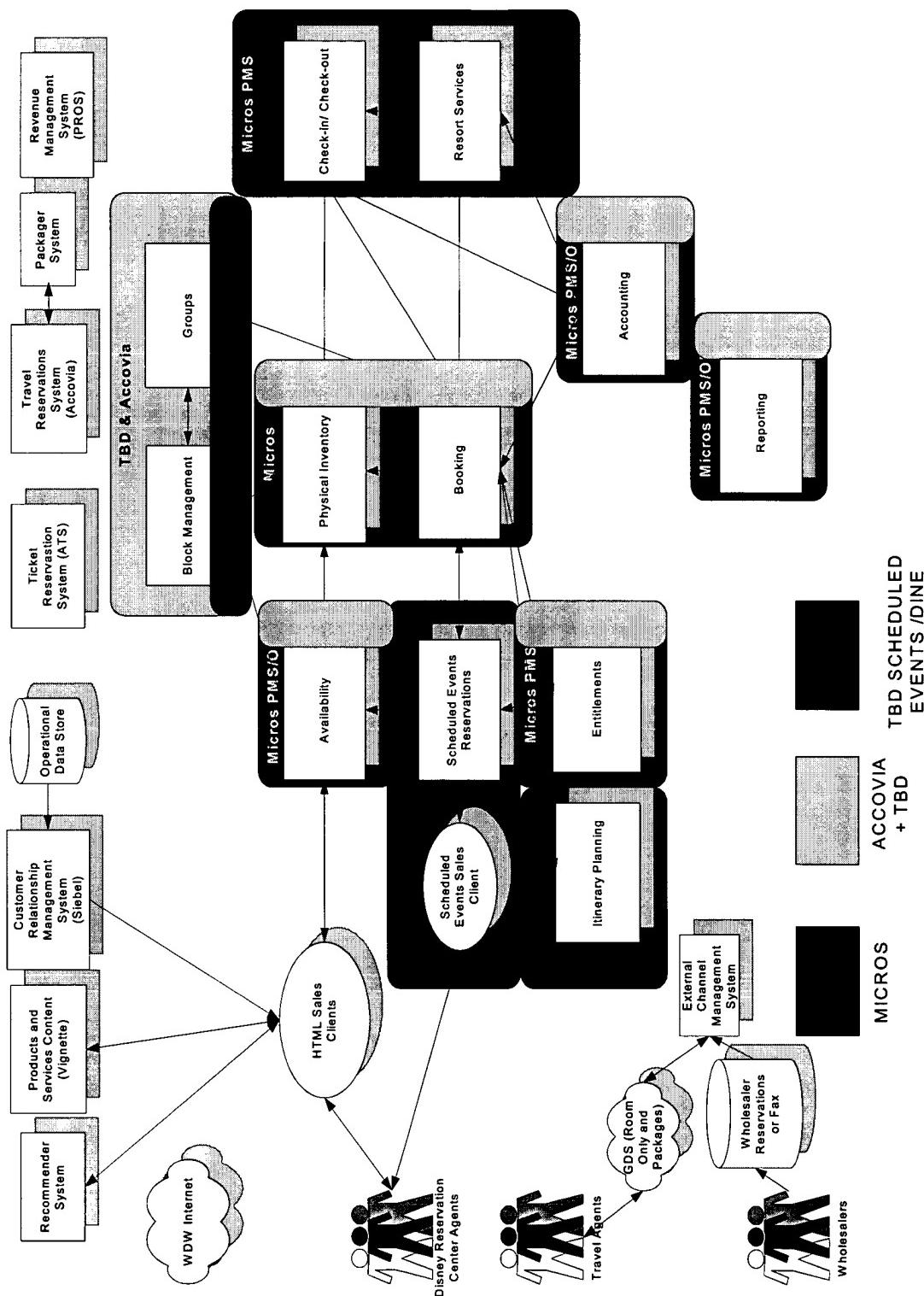
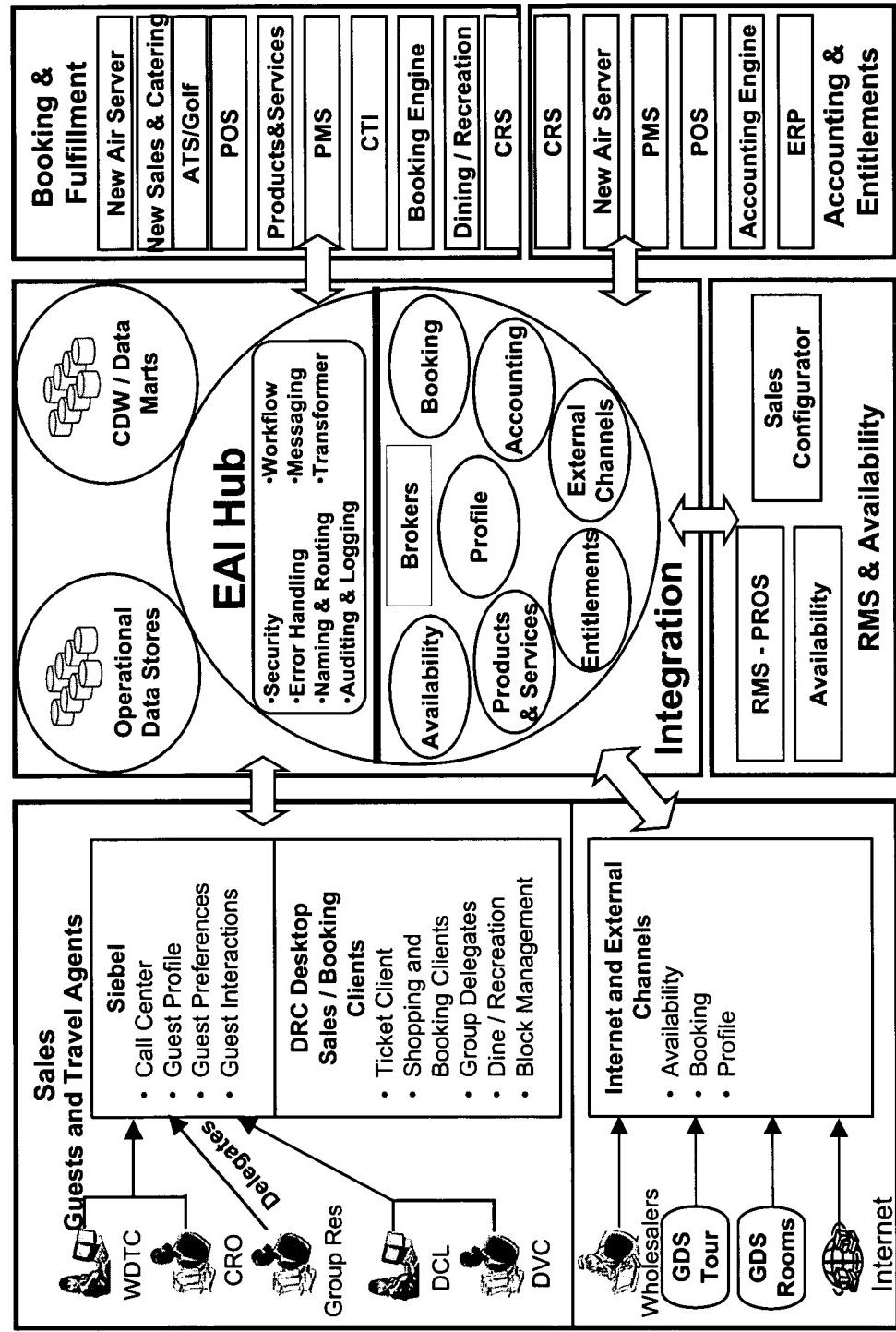


FIG. 9

Enterprise Application Integration



Applicant: Michelle McKenna, et al.
 Title: SYSTEM AND METHOD OF PERSONALIZING AN OUT-OF-HOME EXPERIENCE
 Express Mail No.: EV 311272802 US
 Filing Date: August 19, 2003
 Docket No.: 58085-012200
 Page 10 of 13

FIG. 10

Data Integration via EAI Hub

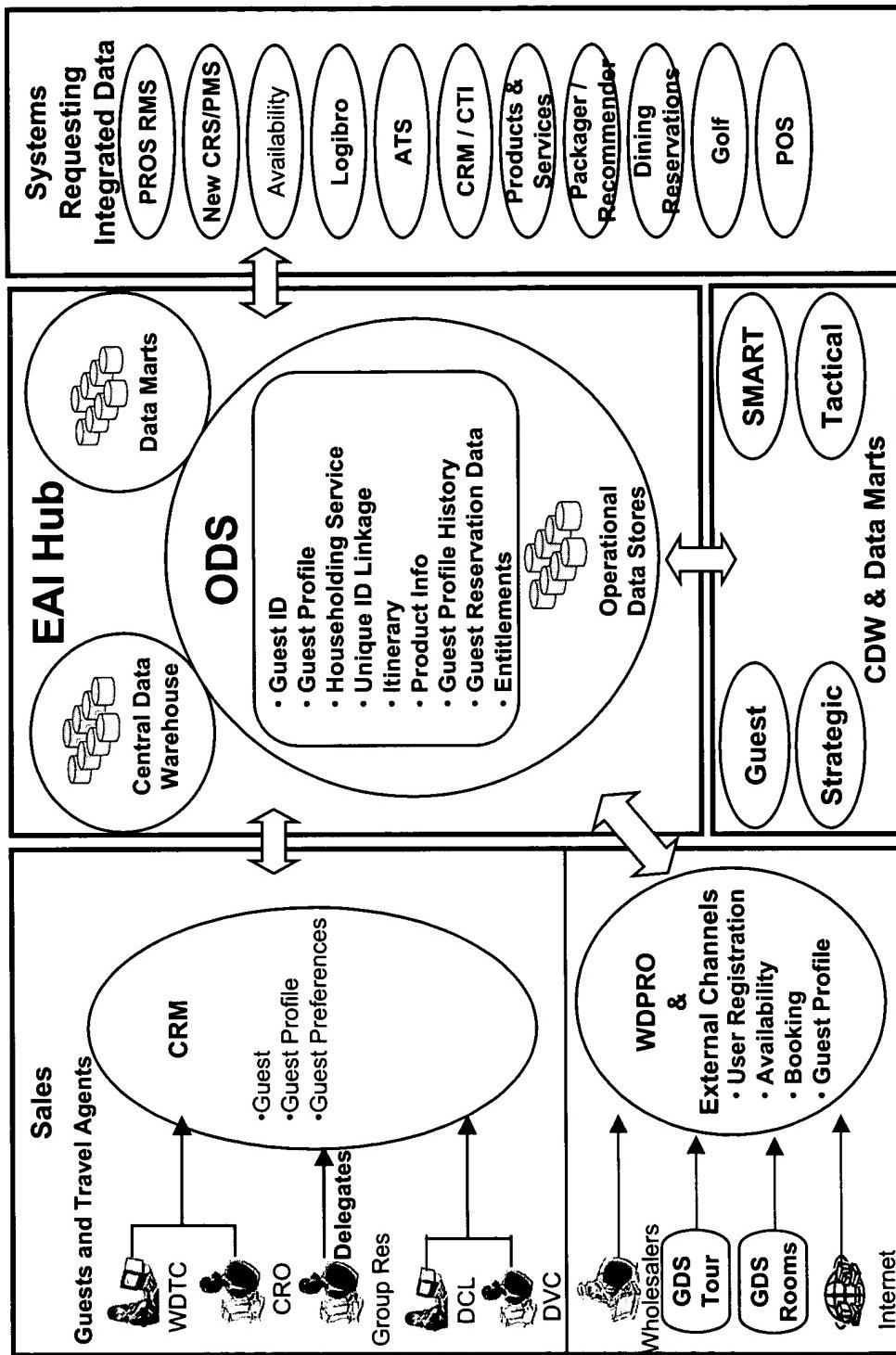


FIG. 11

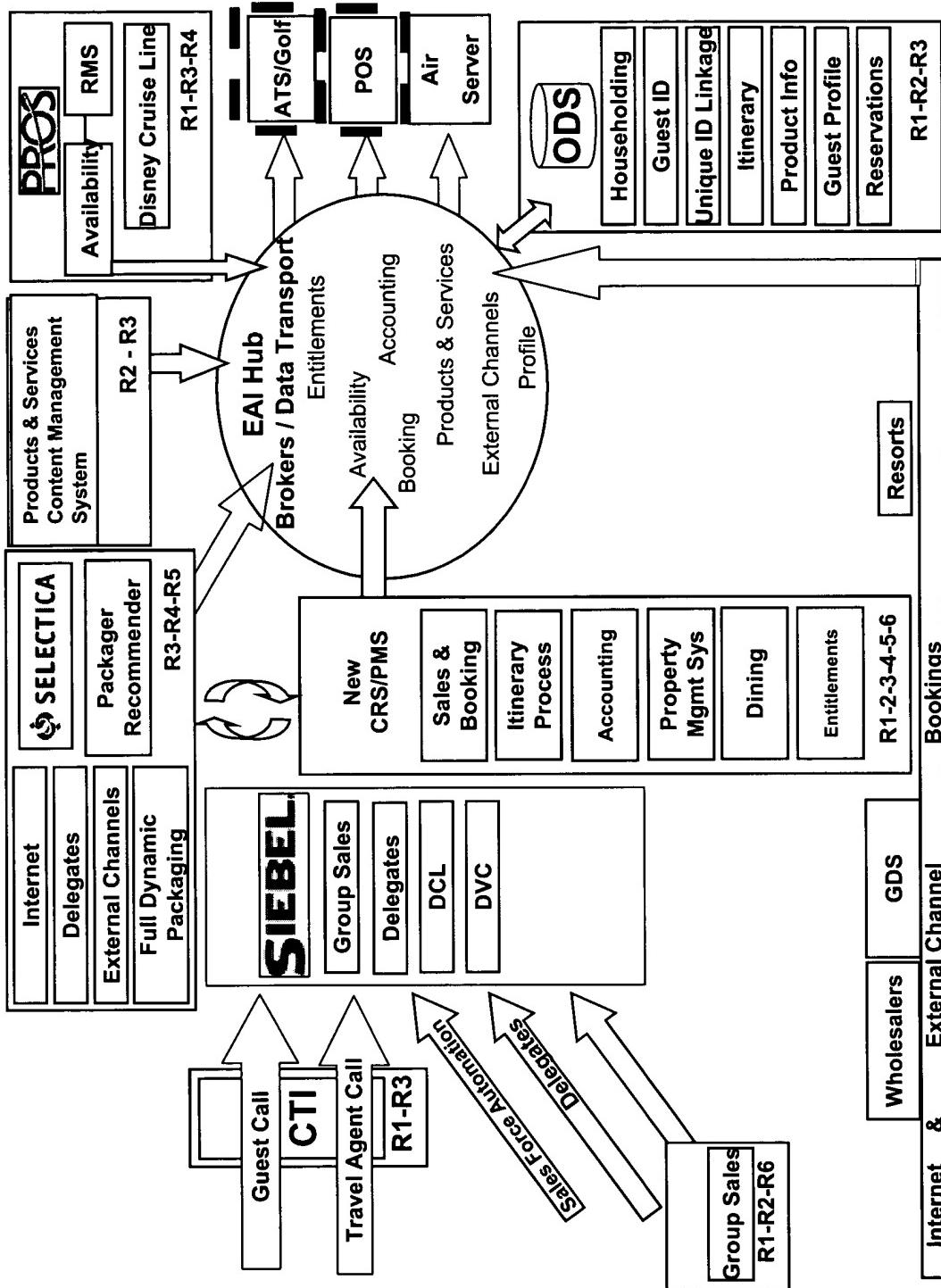


FIG. 12

Glossary of Terms In Relation to Figures 1-12

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| ATS | |
| Automated Ticketing System | |
| CRO | |
| Central Reservations Office | |
| CRS | |
| Central Reservations System that books and holds all reservations | |
| CTI | |
| Computer Telephony Integration | |
| DCL | |
| Disney Cruise Line | |
| DRC | |
| Disney Reservation Center | |
| DVC | |
| DISNEY Vacation CLUB | |
| EAI | |
| Enterprise Application Integration | |
| ERP | |
| Enterprise Resource Planning | |
| GDS | |
| Global Distribution Systems | |
| GNH | |
| Good Neighbor Hotels are hotels in the Walt Disney World Resort area that have agreements with Walt Disney World to accept referral business from Walt Disney World. | |
| GP | |
| Grand Parents | |
| HPH | |
| Hotel Plaza Hotels are third party owned and operated resorts on Walt Disney World Property | |
| MICROS | |
| Micros is a registered trademark of Micros Fidelio, Inc. and is packaged software providing central reservations and property management applications. | |
| ODS | |
| Operational Data Store used to store operational data used by systems. | |
| PMS | |
| Property Management System that supports the operation of hotels and fulfillment of purchased entitlements | |
| POS | |
| Point of Service Application | |
| PROS | |
| PROS is a registered trademark of PROS Revenue Management, Inc. and is packaged software used to perform revenue management functions. | |
| RMS | |
| Revenue Management System | |
| SBC | |
| Sales & Booking Client – user interface for reservation operators used to automate the sales flow | |
| S&D | |
| Swan & Dolphin Hotels are third party owned and operated resorts on Walt Disney World Property | |
| SELECTICA | |
| Selectica is a registered trademark of Selectica, Inc. and is packaged software used to house constraint based rules for the bundling of package components and the subsequent recommendation of those products. | |
| SIEBEL | |
| Siebel is a registered trademark of Siebel Systems, Inc. This is packaged software for e-sales, e-marketing & e-service | |
| SMART | |
| Sales & Marketing Analysis and Reporting Tool | |
| WDPRO | |
| Walt Disney Parks & Resorts Online | |
| WDTC | |
| Walt Disney Travel Company | |